

SUPPLEMENTATION OF WEB PAGES WITH PRODUCT-RELATED INFORMATION

Abstract of the Disclosure

5 A client executes in conjunction with a web browser on a user computer to
supplement web pages with product-related data. The client identifies a web page
loaded by the web browser and requests, from a product data server, an identification of
products represented on the web page. The client displays a user-selectable display
element for each identified product. Selection of a display element causes the client to
10 retrieve product-related data for the associated product from the data server and to
present the data in conjunction with the web page. The client also collects product-
related data from users and supplies the collected data to the product data server for
subsequent access by any of several instances of the client executing on user computers.
A dynamic process identifies an auction bid offer for a product and presents the offer to
users in conjunction with representations of the product on any web page.